Starting & Growing Your Business in Carlsbad

October 22, 2013

CITY OF
CARLSBAD

Carlsbad Business Academy Business Licenses

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October 22, 2013

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What is Business License Tax?

- A tax for the privilege of doing business in the city
- Assessed on all businesses
- Raises revenue for general operations
  - Fire and police services
  - Street and sidewalk maintenance

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Do You Need a Business License?

- Every business, (i.e. individual, firm, partnership, corporation, etc.)
  - Engaged in business in the city
  - Including home based
  - Not located, but working in the city
- Nonprofit

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General License Statistics

- Business license tax collections - $3,834,000
- Number of licenses – 9,069
- Median tax - $60
- Average tax - $428

General Business License Information

- Due prior to start of business
- Several departments review application
  - Planning, building and fire
- Takes two to three weeks to process
- Renew annually

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What Information Will You Need?

- Federal employer identification number
- State tax identification number
- Seller's permit, if selling tangible products
- Contractor's license
- Health permit

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How is the tax calculated?

- Gross receipt license
  - Generally product based businesses
- Flat fee license
  - Most services
- Minimum license fee $30

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Tax Calculation Example

- ABC Company has gross receipts of $100,000
- $.35 per $1,000 category
- Calculation
  - $100,000 / 1,000 x $.35 = $35
  - Base fee $25
  - Total license tax $60

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General License Statistics

- $100 or less   6,946
- $101 - $500   1,333
- $501 - $1,000   327
- $1,001 - $100,000   462
- Greater than $100,000   1

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Other Cities

- Gross receipts
- Flat fee
- Number of employees
- Hybrid

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Other Cities – Gross Receipts

- Gross receipts per $1,000
  - Carlsbad - $.20 to $.40
  - Del Mar - $.30 to $1.20
  - Oceanside   - $.50
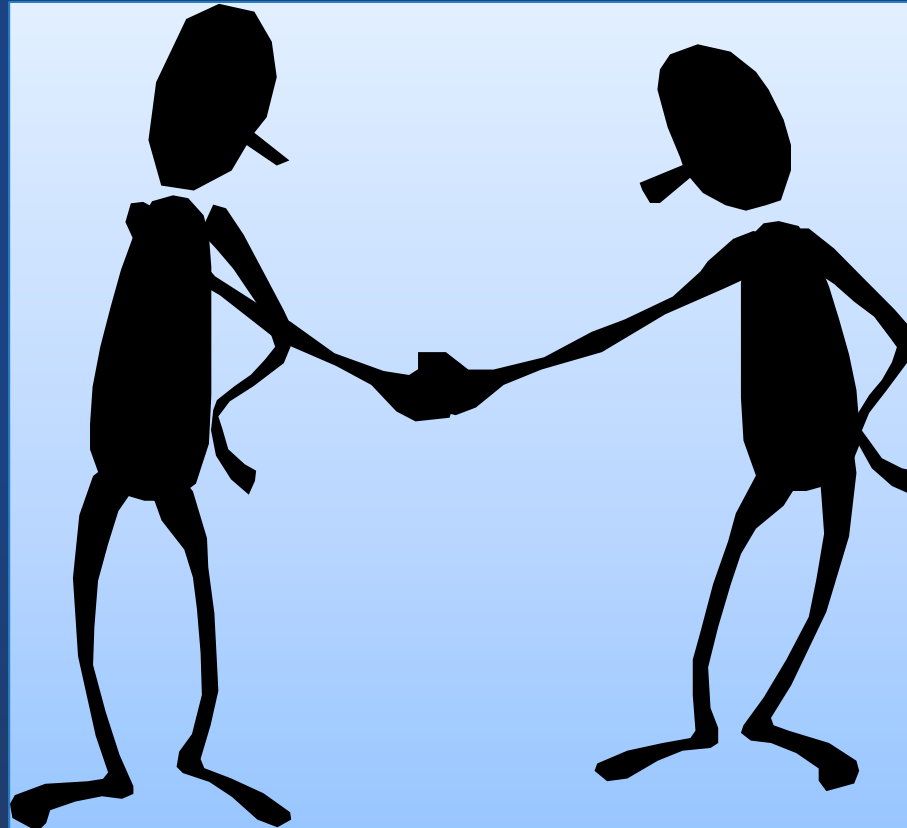 - Vista - $.20 - $1.00

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Other Business License Programs

- Verification program
  - Audited financial statements
  - IRS documents
  - Auditor letter
- Unlicensed business program

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How Do I Apply For a License?

- By mail, in person or online
  - www.carlsbadca.gov

Questions

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Community & Economic Development

- Development Services
  - Mike Peterson, Development Services Manager
- Planning
  - Don Neu, City Planner
- Land Development Engineering
  - Glen Van Peski, Engineering Manager
- Building
  - Will Foss, Building Official

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We Keep Carlsbad Moving…

By providing a transportation system valued by all who live, work and play in Carlsbad.

Envision Carlsbad
Existing Conditions and Issues Exploration

Working Paper 5
Walking, Biking, Public Transportation and Connectivity

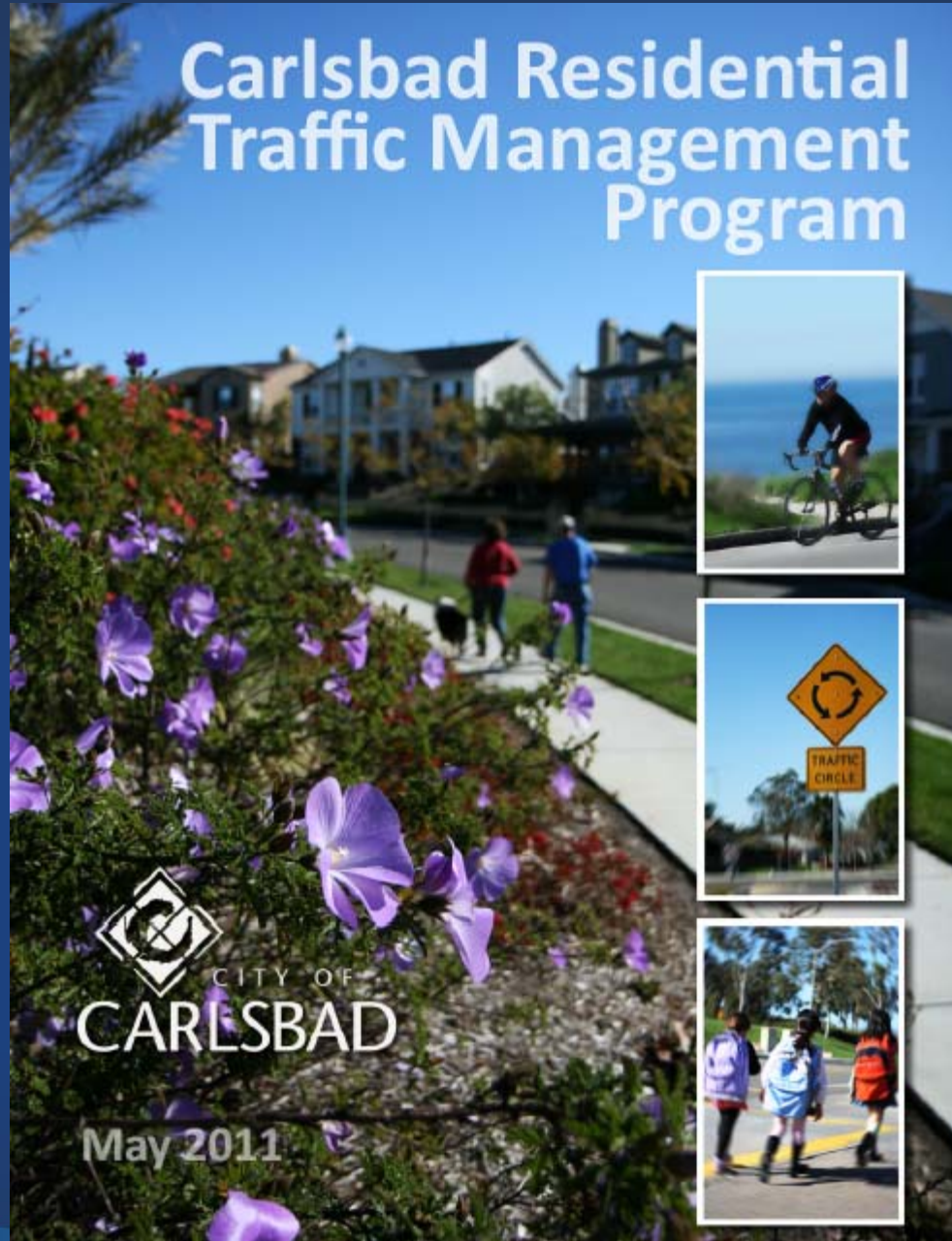CITY OF CARLSBAD
Envision Carlsbad
www.carlsbadca.gov/envision

Community Vision and Values

- Walking, biking, public transportation and connectivity

- Sustainability

- Neighborhood revitalization, community design and livability

- Small town feel, beach community character and connectedness

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City of Carlsbad
Livable Streets Assessment

FEHR & PEERS
February 2013

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Define Livable Streets?

Physical, Functional, Experiential Characteristics

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Livable Streets

Traditional Street Perspective

Complete & Livable Streets Perspective

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25

Transportation Food Chain

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La Costa Ave. Interim Striping and Parking Plan

Speed Feedback Signs

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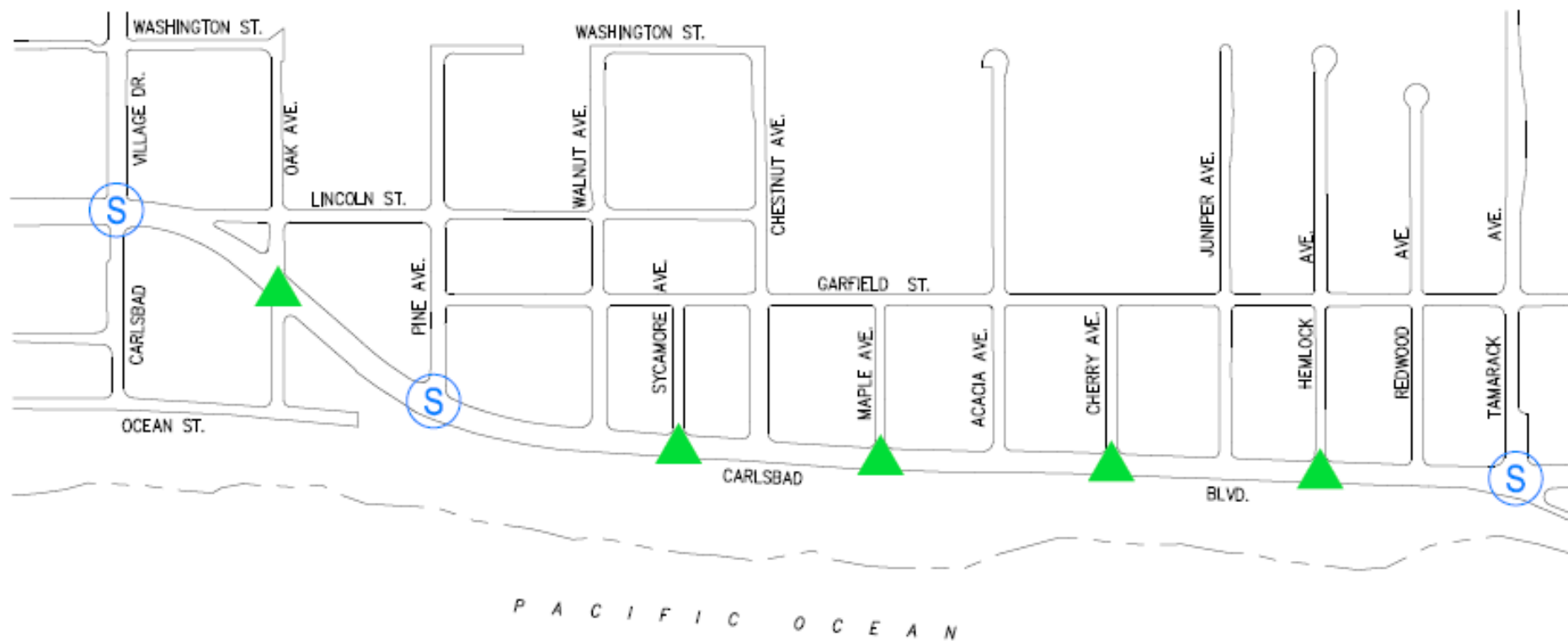
LEGEND:

▲ PROPOSED MEDIAN/RRFB LOCATION

Ⓢ EXISTING TRAFFIC SIGNAL

LOCATION MAP

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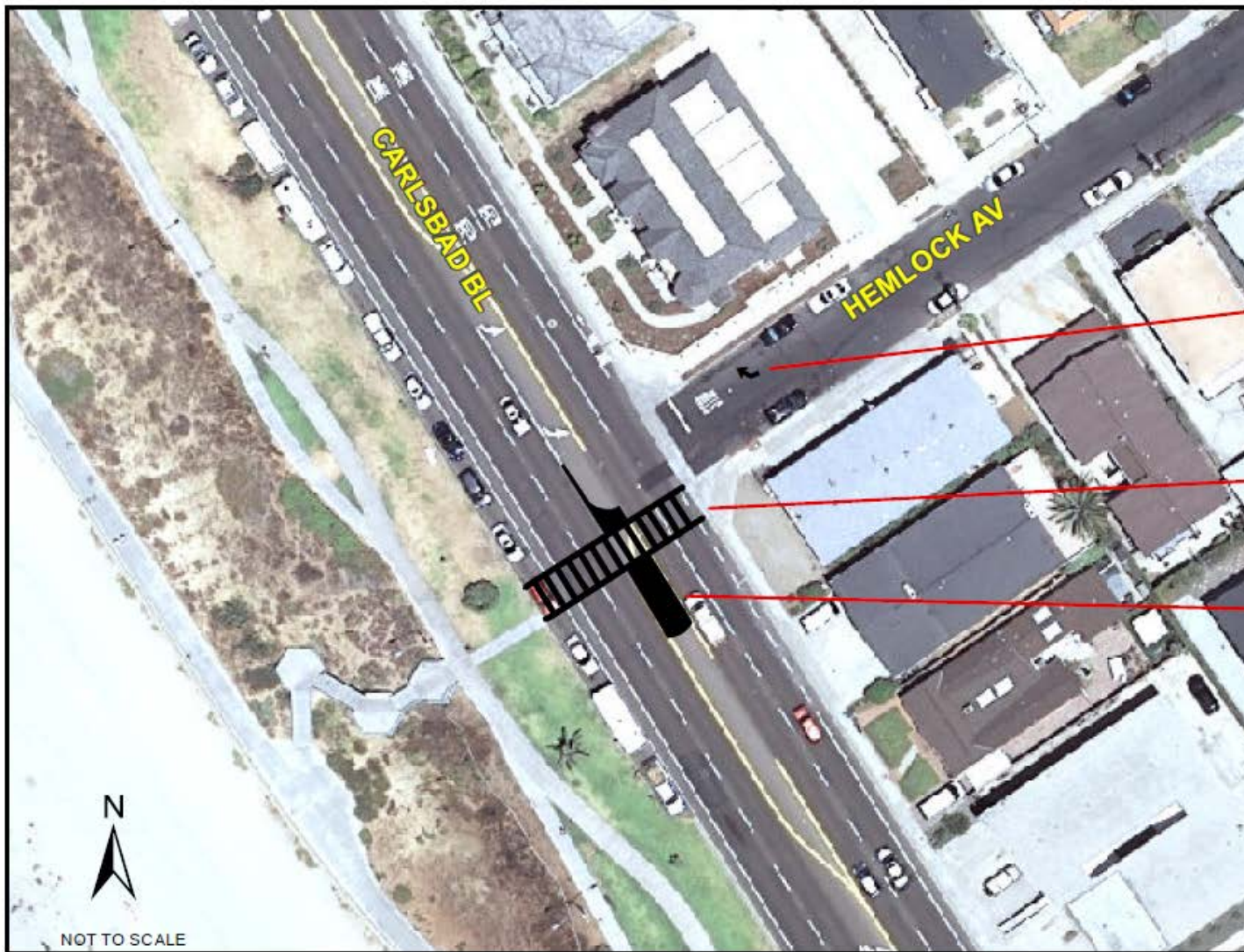
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Proposed Right Turn Only

Proposed Crosswalk

Proposed Raised Median

Carlsbad Boulevard at Hemlock Avenue (Proposed Improvements)

Reach 1 Coastal Rail Trail

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Carlsbad Blvd over Buena Vista Lagoon Before

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Carlsbad Blvd over Buena Vista Lagoon After

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Carlsbad Boulevard/State Street

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Welcome to Carlsbad
Carlsbad Boulevard/State Street Before

CITY OF
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Welcome to Carlsbad
Carlsbad Boulevard/State Street After

Welcome to Carlsbad
Carlsbad Boulevard/State Street Before

CITY OF
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Welcome to Carlsbad
Carlsbad Boulevard/State Street After

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STATE STREET AT
CARLSBAD BOULEVARD ROUNDABOUT
SCALE: 1"=40'
DECEMBER 6, 2011

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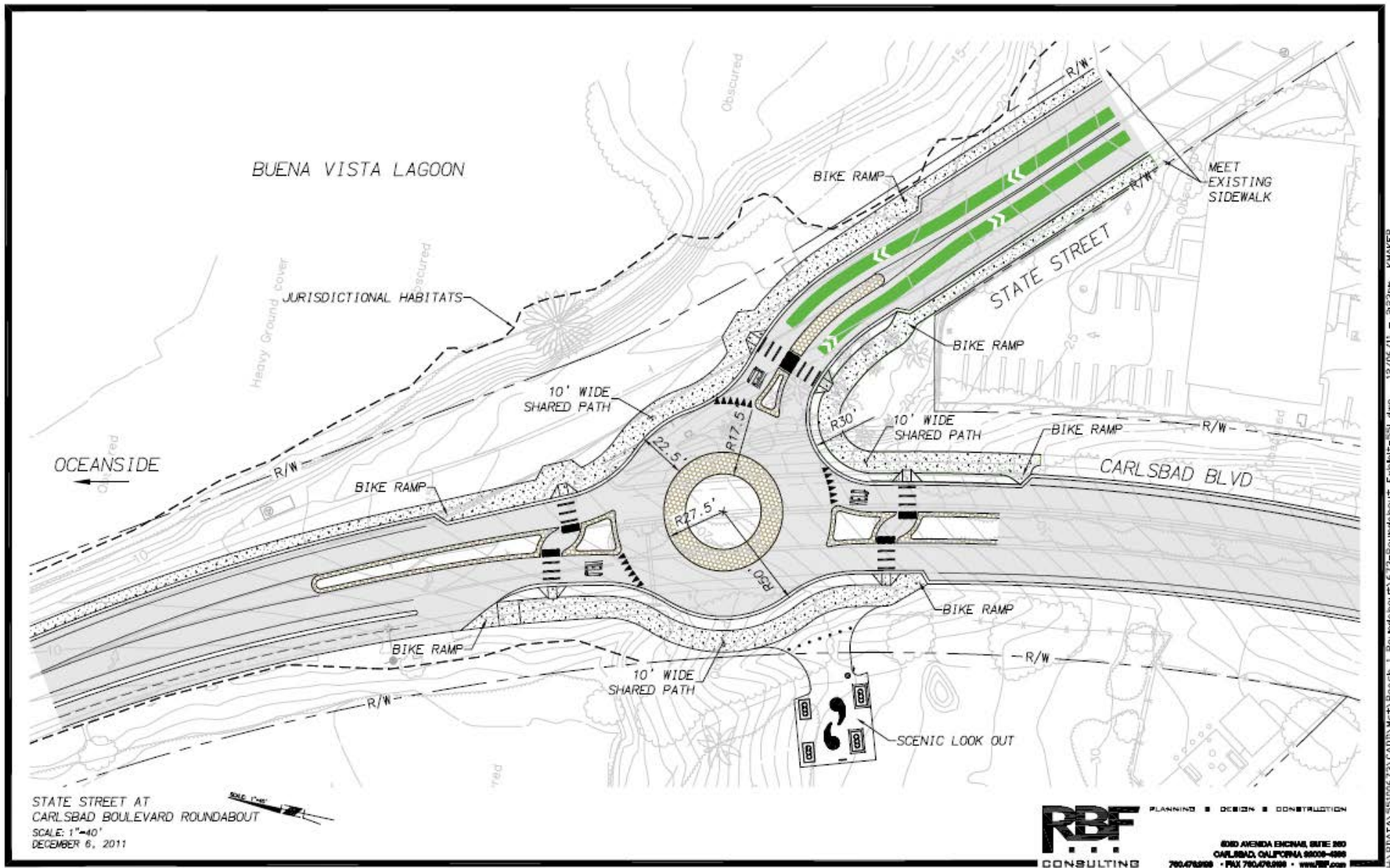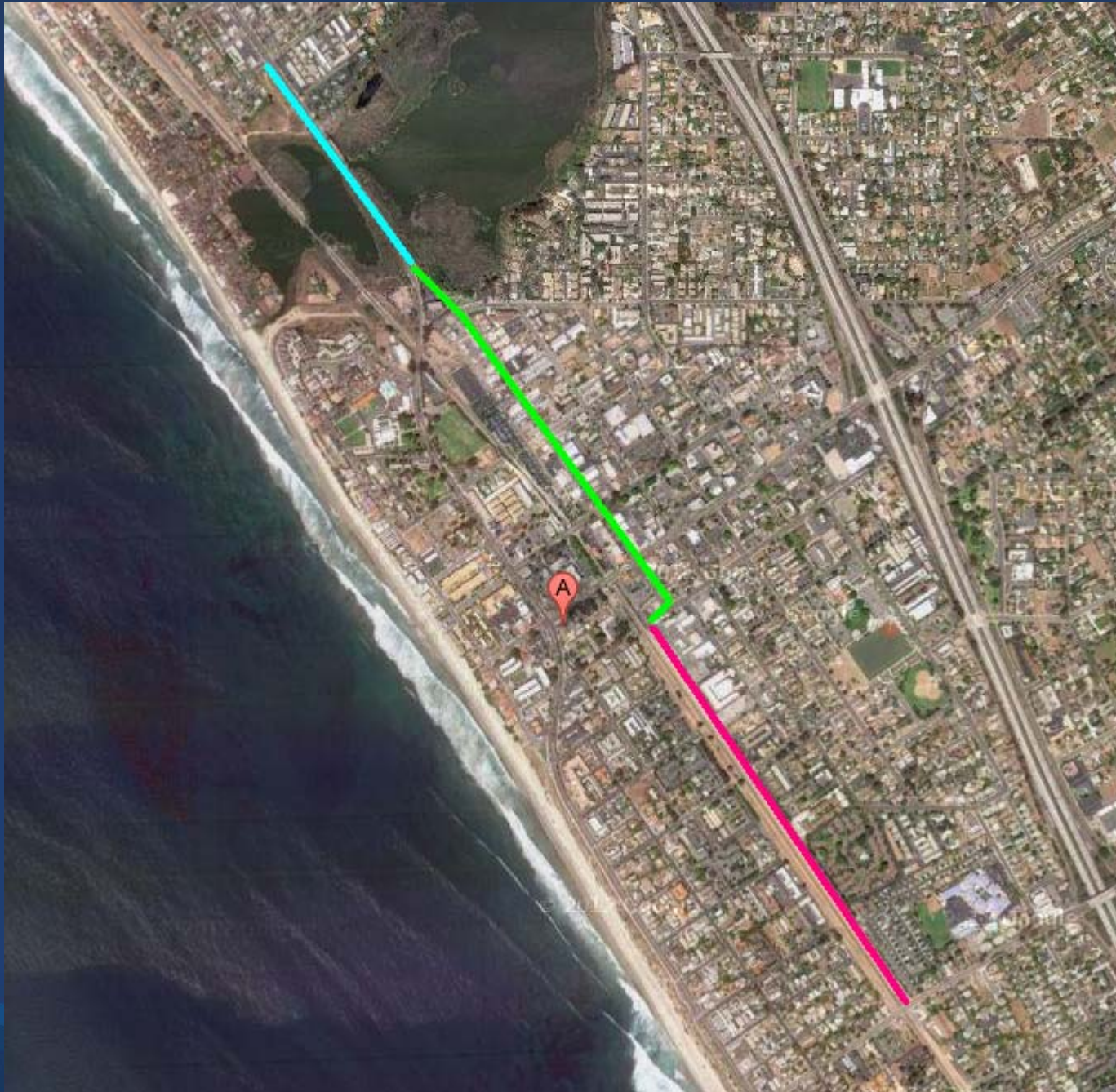
State Street north of Carlsbad Village Drive BEFORE

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State Street north of Carlsbad Village Drive AFTER

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Hire some one to demonstrate

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Easy as 1 – 2 -3...

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